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Apr. 15, 1976



Association of Bay Area Governments

Hotel Claremont • Berkeley, California 94705 • (415) 841-9730

DT: April 15, 1976

TO: All Bay Area Citizen Organizations

FM: Chairman James E. Balentine
Citizen Services Committee
Mayor, City of Newark

RE: ABAG/Citizen Alliance Program

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Your organization may be planning a project that qualifies for cosponsorship and professional staff support by the Association of Bay Area Governments.

ABAG's Citizen Alliance program is currently cosponsoring these citizen designed projects:

- A booklet entitled: "Where to Live: A Guide to Housing and Alternative Living Arrangements for Senior Adults in Santa Clara and San Mateo Counties" sponsored by five citizen organizations and aimed at low- and moderate-income seniors.
- A "Public Television Program and Questionnaire on Issues Surrounding the Expansion of the San Jose Airport" by the students and faculty members in the Urban and Regional Planning Department of San Jose State University to identify major concerns regarding airport expansion.
- A series of four mini-conferences cosponsored by the Urban Indian Child Resource Center aimed at identifying and defining successful and helpful techniques for government and citizen organizations to use with Bay Area Indian individuals and groups.
- Planned for the coming months, "The Impact of Regional Government on the Minority Community" sponsored by the PROBE Community Development Center (Redwood City). The conference will help community workers, minority leaders and organization members become aware of the function and impact of regionalism in the Bay Area.

Past Citizen Alliance projects included: a two-day conference explaining all aspects of Bay Area urban growth and economics; two day-long conferences with the City of El Cerrito on smaller cities' options for housing the elderly, and a slide show on community service as an alternative to jail. Altogether sixteen projects have been co-sponsored since Citizen Alliance began in July 1974.

Representing City and County Governments in the San Francisco Bay Area

The ABAG/Citizen Alliance program, which has cosponsored all these events, allocates \$12,000 per year for in-kind staff support to help established citizen organizations--such as yours--hold public meetings, conferences, workshops, and seminars on issues of regional significance. Communication tools such as printed information, service directories, issue papers or assistance with media presentations are also eligible.

Projects that deal with current ABAG planning issues and that result in new information or citizen viewpoints to be shared with ABAG decision makers are solicited. Preference will be given to projects that incorporate diverse viewpoints.

To help your organization develop a project application which could qualify for cosponsorship under the ABAG/Citizen Alliance program, we are enclosing the following information: (1) decision criteria by which each project application will be judged for approval; (2) highlights of major ABAG programs; (3) approximate sample costs for in-kind ABAG aid to help you in working up a budget for your project; and (4) two project application forms.

The Citizen Services Committee of ABAG's Executive Board will review all applications and select those which best meet the decision criteria. Although these criteria are very general in order to encourage innovative project ideas, the focus for the next six months will be on projects that relate to major ABAG programs (see attached "Highlights of Major ABAG Programs"). The application deadline for projects for the next six months is Tuesday, June 1, 1976. Should you have any questions about the ABAG/Citizen Alliance program, your project ideas, or ABAG's major planning areas, please call ABAG's Public Affairs Department at (415) 841-9730. A Public Affairs Officer will be glad to help.

It is my sincere hope that the ABAG/Citizen Alliance program will generate a broad range of education activities for Bay Area citizens and encourage many diverse citizen viewpoints so vital to ABAG's regional planning efforts.

Enclosures: 5

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DATE: April 15, 1976
TO: Bay Area Citizen Organizations
FROM: ABAG Citizen Services Committee
RE: DECISION CRITERIA FOR SELECTION OF PARTICIPATING PROJECTS
IN ABAG/CITIZEN ALLIANCE PROGRAM

The following decision criteria will guide ABAG's Citizen Services Committee in judging project applications for ABAG co-sponsorship. The criteria are not listed in order of importance. They are intended to help your organization design a project in which ABAG can participate.

Preference will be given to projects which indicate that diverse viewpoints will be presented.

- Is the subject matter important to Bay Area citizens?
- Does the subject matter relate to and is it timely with ABAG's Regional Planning Program? (See attached Summary)
- What is the educational benefit to the regional citizens?
- Does the project provide needed information to assess alternative solutions to regional problems?
- Will the project provide timely communication on current issues?
- Will the information gathered and citizens' opinions be conveyed to ABAG decision makers as a result of the effort?
- Will the project reach new regional constituencies not previously involved in ABAG citizen activities?
- Is the project unique, innovative or unusual?

HIGHLIGHTS OF MAJOR ABAG PROGRAMS

What will ABAG's staff and policy committees be working on in the coming year? To help you answer that question here are highlights of the major issues included in ABAG's Work Program.

Air Quality Planning

ABAG will be developing over the next two years an Air Quality Maintenance Plan for the region to meet Federal and State standards. This will include strategies for transportation and parking management, for reducing pollution from industrial sites and for suggesting growth patterns that will help all communities keep pollution at low levels. The plan will conform to the goals of the Environmental Management Plan being developed concurrently.

Environmental Management Planning

The Environmental Management Plan will consist of seven separate but coordinated plans: surface water runoff; municipal wastewater facilities; industrial discharges; nonpoint sources of water pollution other than surface runoff (construction sites, septic tanks and vessels); water conservation, reuse and water supply; air quality maintenance; and solid waste. This is also a two-year program.

Housing Planning

In response to new Federal regulations, ABAG will be working with its member jurisdictions to develop a housing allocation model which will be used by the Federal Department of Housing and Urban Development to allocate low- and moderate-income housing subsidies in the region. The model relates a community's housing needs to many factors including environmental quality, transportation and job opportunities, and the community's fiscal health.

Santa Clara Valley Corridor Evaluation

The Joint Policy Committee (JPC) of ABAG and the Metropolitan Transportation Commission has voted to evaluate the Santa Clara Valley Corridor. The first evaluation completed last year was for the San Mateo Coast Corridor. The purpose of corridor evaluations is to define regional policies for major capital investment decisions within the corridor area. The evaluations also provide a method for coordinating the policies of ABAG and MTC to aid in the review of Federal and State assistance monies. ABAG will focus on regionally significant growth and development issues and MTC will focus on transportation issues as well as options for alternative transportation systems.

Human Services Planning

ABAG is now providing leadership for two major Human Services planning programs. The first is a nine-county program for the coordination and management of emergency medical services. The second is a program to help local governments improve their ability to plan and deliver human services (e.g., housing, employment, income, health, mental health, leisure, and recreation) and to determine an appropriate ongoing role in human services for a council of governments such as ABAG.

April 15, 1976

TO: Bay Area Citizen Organizations

FROM: ABAG's Citizen Services Committee

RE: APPROXIMATE SAMPLE COSTS FOR IN-KIND ABAG AID -- ABAG/CITIZEN ALLIANCE PROGRAM

The costs represent amounts charged to your project's approved budget for ABAG's staff services and material. "In-kind" means service. There are no funding grants as part of this program. The figures below are intended to serve as a guide to aid your organization in planning potential projects.

Emphasis:

- . No more than \$200 direct costs (cash) can be allowed for out-of-pocket expenses for each project. Typical examples: developing film, reimbursing for phone calls. Such costs should be included in your project's budget.
- . Costs assume that ABAG activity on each project will be matched by at least an equal amount of citizen activity (e.g., collating and stuffing mailings, tabulating responses, research, etc.)
- . Mailing costs (when ABAG does the mailing) assume first-class postage rates (13¢ per ounce). ABAG has a bulk-rate permit (7.7¢ per piece weighing less than 3.05 ounces). If a project exceeds the agreed weight figures, bulk mailings may be needed. However, bulk rate requires sorting the envelopes by 5-digit zip codes. Citizens would be asked to provide volunteers for this task. (4 letter-size pages + envelope equals one ounce.)*
- . Costs can vary in direct proportion to the citizen organization's ability to participate in specific tasks (e.g., envelope stuffing, generating mailing lists, etc.). Citizen groups should be prepared to supply their own work area for these tasks.

Note: Cost for extra graphics, special quality paper, research by staff in departments other than Public Affairs has not been included in sample figures.

*Subject to change

<u>All-day Conference (200-300 expected attendants)</u>	
Supervisors (5 days)	\$ 795.00
Other professional staff (8 days)	880.00
Clerical (7 days)	595.00
	<u>\$2270.00</u>

plus meeting notice of 2,500 including
staff time, printing, postage and
addressing =

403.00
Total \$2673.00

<u>Convention (200-500) 2 days</u>	
Supervisors (7 days)	\$1113.00
Other professional staff (10.5 days)	1115.00
Clerical (14 days)	1190.00
	<u>\$3458.00</u>

plus meeting notice of 5,000 including
staff time, printing, publicity, postage
and addressing, extra mailings of up to
250 =

\$ 778.00
Total \$4236.00

<u>Workshop(s) (25-35) 1 day or 2 half days</u>	
Supervisor (2 days)	\$ 318.00
Other professional staff (8 days)	880.00
Clerical (5 days)	425.00
	<u>\$1623.00</u>

plus meeting notice of 1,000 including
staff time, printing, postage and
addressing =

\$ 159.00
Total \$1782.00

<u>Symposium (10-35) 1 day or 2 half days</u>	
Supervisor (2.75 days)	\$ 437.00
Other professional staff (1.5 days)	165.00
Clerical (5 days)	425.00
	<u>1027.00</u>

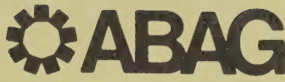
plus meeting notice of 500 including
staff time, printing, postage and
addressing =

\$ 85.00
Total \$1112.00

<u>Seminar or Class (10-25) 3 hours</u>	
Supervisor (2 days)	\$ 318.00
Other professional staff (1.5 days)	165.00
Clerical (2 days)	170.00
	<u>\$ 653.00</u>

plus brochure of 500 including staff
time, printing, postage and addressing =

\$ 85.00
Total \$ 738.00



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ABAG/CITIZEN ALLIANCE PROGRAM
Project Application Form

Name of Applicant: _____

Organizational Affiliation: _____

Other Co-sponsoring Organizations: _____

Name of Contact person (if different from applicant): _____

Address of contact person(s): _____

Phone number of contact person(s): _____

Public Function Co-sponsorship

Type:
(check one)

Conference ☐

Symposium ☐

Convention ☐

Seminar ☐

Workshop ☐

Class ☐

Other ☐

Explain _____

Title of function: _____

Clientele: (Describe the type and size of audience and recipients who will benefit from this project.) _____

(more)

Specify how public will be informed of this project (methods): _____

Type of facilities required: _____

Proposed date: _____ Proposed time: _____

Proposed location: _____

Estimated cost of project (using the "approximate sample costs..." sheet as a guide, attach budget for project): _____

Source of funds: _____
(Remember, ABAG provides services and up to \$200 out-of-pocket expenses on each project) _____

What other organizations have been contacted for funding (e.g. Community College districts)? _____

Will a registration fee be charged? _____

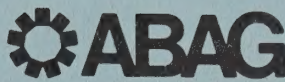
What will the fee be? _____

How will the results of the function be shared with ABAG elected officials and staff and the region? _____

How will the results of the function be shared with ABAC and the region? _____

What previous experience has your organization had with the type of activity for which co-sponsorship is sought? _____

Desired results: (Use an additional page to compare your project with the program and decision criteria.) _____



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ABAG/CITIZEN ALLIANCE PROGRAM
Project Application Form

Name of Applicant: _____

Organizational Affiliation: _____

Other Co-sponsoring Organizations: _____

Name of contact person (if different from applicant): _____

Address of contact person(s): _____

Phone number of person(s): _____

Communication Tools Co-sponsorship

NOTE: The ABAG/Citizen Alliance Program funds are mainly in the form of in-kind staff assistance. Funds are not available for extensive production of other than one-color printed materials. ABAG staff can help write and edit scripts and printed materials, assemble slides, provide technical assistance. ABAG staff presently does not have professional videotape equipment or film production capability. ABAG "out of pocket" expense is limited to \$200 per project.

Type: Preparation of Tape Series ☐ Cable Television ☐
Preparation of Slide Presentation ☐ Radio Presentations ☐
Printed Materials ☐ Other ☐ _____
Explain

If printed material, will it be:

Informational ☐ Educational ☐
Brochure ☐ Questionnaire ☐
Data ☐ Posters ☐

(more)



Schedule: Date for submission of initial draft _____

Date for submission of final copy _____

Clientele: (Describe the type and size of audience and recipients who will benefit from this project.) _____

Specify how the public will be informed of this project (methods) _____

Quantity (if printed material): _____

Estimated cost of project (attach budget for project) _____

Will a fee be charged for the final product? _____ What will the fee be? _____

Source of funds: _____

What other organizations have been contacted for funding (e.g. Community College districts)? _____

How will the results of this project be shared with ABAG elected officials, staff and the region? _____

What previous experience has your organization had with the type of activity for which co-sponsorship is sought? _____

Desired results: (Use an additional page to compare your project with the program and decision criteria.) _____